

Oneida County Tourism Council Minutes
June 2, 2008
MAVWACC

Present: Gary Baier, Trisha Gaffron, Dan Kuzlik, Connie Madden, Lyn Pilch, Diane Hapka, Sarah Pischer, Kari Zambon, Peter Wolk, Terilyn Fritz

Absent: Romelle Vandervest, Dick Dvorak, Bill Neider

1. **CALL TO ORDER:** Meeting called to order at 1:33pm by President Diane Hapka.
2. **APPROVE AGENDA:** Motion to approve agenda made by Connie and second by Peter. Motion carried.
3. **APPROVE MARCH MINUTES:** Motion to approve May 5, 2008 minutes made by Peter and second by Connie. Motion carried.
4. **APPROVE TREASURERS REPORT:** No report was submitted.
5. **APPROVAL OF INVOICES:** There were no outstanding invoices to report.
6. **DATE OF FUTURE MEETINGS:** Next meeting is scheduled for July 7, 2008 in Rhineland at 1:30pm. Meeting will be held at RACC.
7. **CENTENNIAL COMMITTEE REPORT:** Nothing to report.
8. **ONEIDA COUNTY FAIR REPORT:** Dan reported that publicity is going well and that there has been a positive response from local artisans and local organizations. The inflatable carnival will be funded by local auto dealers. Reminder that the fair dates are August 14-16. Diane added a reminder that Dan is our Community Relations Representative and that media correspondence should be sent to Dan's attention.
9. **GROW NORTH AND OCEDC UPDATE:** Dan Kuzlik reported that the Grow North and OCEDC meeting with the Indigo Group went well and were well attended. Indigo Group will complete the feasibility analysis this fall and will be making one more information gathering trip to the area this summer. Dan also reported that the Transit Survey is completed and service plans are under way to set up Park & rides throughout the county.
10. **ITBEC REPORT:** Gary reported that Bill Korrer from ITBEC was not able to attend the June meeting. There is an August 6 conference at Lake of the Torches. Counties Association is split 50/50 on whether to continue funding the ITBEC group. Counties pay based on land values for their individual county. Gary is working on getting mileage

reimbursements paid through the ITBEC budget instead of it being an additional cost to the county. The hope is that this would encourage attendance.

11. **OCTC COMMUNITY RELATIONS REPRESENTATIVE:** Dan reported that he received one media call for Fair coverage.

12. **HIGHWAY 45 UPDATE:** No report was submitted.

13. **PILCH & BARNET REPOR/JEM GRANT UPDATE FOR ARTISTS INTERACTIVE:**

Pilch & Barnet report will be bulleted here for best understanding.

- a. **JEM GRANT:** While the committee approved our project for funding, there was not enough in the budget to formally approve the project. We will reapply now that we are in a new fiscal year. Lyn reminded group that fall packages will still be listed and that she will be working with directors to help let membership know they can do packages anytime.
- b. **BUDGET:** In April, the group approved moving \$5,000 to do local AA advertising. It looks like we won't need to reprint the guide in 2008 so Lyn will be coming back to the July meeting with options for redirecting those allocated funds. She will submit these to Diane for review as Lyn will be unable to attend the July meeting. Lyn explained that we have had a huge response for guide mailings and will need to allocate an additional \$1,000 for postage. Motion for line item transfer from trail guide to postage made by Dan and second by Connie. Motion carried.
- c. **MEETINGS INITIATIVE:** An option for accomplishing this goal will be included in the options to be presented in July (see above).
- d. **WEBSITE UPDATES:** Agra-Tourism information has been collected for the grant application and even though we were denied for funding, Lyn recommends putting the information on the website.
- e. **ARTISTS INTERACTIVE:** The JEM grant ended May 31. Lyn spoke with Joan at River Run and came to an understanding on how to make communications better for next year. Artists do want to continue the initiative. In order to move forward, we will need to have a better data collection method and will need to be sure we are collecting only complete applications. P&B will work on a uniform survey form to distribute. Pre-planning will take place via email and then we will plan to meet in August to put the JEM application together.

14. **BUDGET REVIEW AND APPROVAL:** Necessary changes were completed under #13.

15. **DISCOVER WISCONSIN:** No discussion.

16. **ONEIDA COUNTY/VILAS COUNT MAP UPDATE:** No updates available.

17. **STATE TOURISM DEPARMENT UPDATE:** The group had requested a follow-up on the Northwoods Summits that took place in the last year. Sarah reported that they are working on getting the information up on the website and scheduling another Summit but

no action items have been followed up on to her knowledge. Kari reminded Sarah that there were 2 other sessions that had action items as a result of discussion. One was in Eagle River with the Secretaries and the other at Holiday Inn Express with the Secretaries. Sarah will check on any progress. Sarah reported in response to Bill's question as to whether the state foresees locales to be invited to help at sport shows again in the future. The answer was no due to inconsistent levels of commitment by communities.

18. **CUSTOMER SERVICE TRAINING, HIRING, ETC.**: Trisha reported that Robert Sjoberg of Dynamic Personalities is willing to work with local Chambers to offer business owners trainings in needed areas. It was offered that UW Extension also offers these services. There was interest and Trisha will work with Dan to develop a survey for business owners to get their opinions on what trainings would be most needed and helpful.
19. **PUBLIC COMMENT/COMMUNICATIONS**: Dan reported that there will be \$300,000 available for local improvement projects. Details on applications are not yet available but can be attained through North Central Regional Planning Commission. There will be a meeting Wednesday to discuss the possibility of a downtown kiosk to be open Fri-Sun in the summer. Trisha reported that there are Art Fair on the Courthouse Lawn posters available.
20. **ITEMS TO BE INCLUDED IN NEXT AGENDA**: Items to be added to the July Agenda include Customer Service Training Update and Bill Korrer invite update.
21. **ADJOURNMENT**: Motion to adjourn made by Gary and second by Connie at 2:54pm. Motion carried.

Minutes respectfully submitted by,
Trisha Gaffron